

May 23, 2003

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

**HEARING ON ADMISSION FEE INCREASE AT
THE LOS ANGELES COUNTY MUSEUM OF ART
(THIRD SUPERVISORIAL DISTRICT) (3-VOTES)**

IT IS RECOMMENDED THAT YOUR BOARD AFTER PUBLIC HEARING:

Approve the following regular fee schedules for Museum of Art admission effective July 1, 2003.

<u>Category</u>	<u>Current</u>	<u>Proposed</u>
Adult	\$7.00	\$9.00
Senior/Student	\$5.00	\$5.00
Child (age 6-17)	\$1.00	Free
Under 6	Free	Free
Special Exhibitions*		
Adult	\$15.00-\$20.00	\$15.00-\$20.00
Senior/Student	\$12.00-\$15.00	\$12.00-\$15.00

*As approved by Board action in September, 1999

PURPOSE OF RECOMMENDED ACTION

To bring admission fee levels for regular admission to current market levels. To raise sufficient revenue to partially offset costs associated with day-to-day operation of the museum.

JUSTIFICATION

The last adjustment to Museum of Art general admission fees was approved effective September 1, 1998. Since that time, museum operating expenses, specifically those associated with security, custodial services and utilities have increased substantially. In the past ten years, the adult admission rate has increased \$3.00. Child and senior admission rates have remained very low to ensure the museum is affordable for families and fixed-income visitors. Despite operating cost increases and lack of

admission revenue to offset them, the Museum has maintained its operating hours and provided services consistent with the quality and breadth associated with a world class art museum.

Current market conditions in Los Angeles and at large institutions across the country show that the Museum of Art lags behind in terms of fee structure for regular admission. The following are fees at comparable institutions.

	<u>Adult</u>	<u>Regular Fees</u> <u>Senior/</u> <u>Student</u>	<u>Child</u>
		<u>t</u>	
LACMA - CURRENT	\$ 7.00	\$ 5.00	\$1.00°
Art Institute of Chicago	\$10.00	\$ 6.00	\$6.00°
Metropolitan Museum of Art, NY	\$12.00	\$ 7.00	\$7.00**
Museum of Fine Arts, Boston	\$15.00	\$13.00	\$6.50***
Museum of Modern Art, NY	\$12.00	\$ 8.50	Free
Philadelphia Museum of Art	\$10.00	\$ 7.00	Free
High Museum, Atlanta	\$ 8.00	\$ 6.00	\$5.00*
Museum of Contemporary Art, LA	\$ 8.00	\$ 5.00	Free
Natural History Museum	\$ 8.00	\$ 5.50	\$2.00** °
SF MOMA	\$10.00	\$ 7.00	Free**
LACMA - PROPOSED	\$ 9.00	\$ 5.00	Free

°Child under 6 free

**Child under 12

***Free after 6:00 pm and weekends

The proposed fee increase will insure that the Museum of Art will be able to continue to provide free or subsidized admission for over 85,000 children, adults, senior citizens and under-served community members per year.

Further, we are proposing an aggressive "Free after 5:00 pm" admission program so that families and community members on fixed incomes will be able to enjoy the Museum's permanent collection free of charge from 5:00 pm to 8:00 pm six days per week. We will also launch a free child's membership program wherein every child receives free admission and can bring one adult visitor free of charge. Membership packages will also be available offering deep discounts or free admission throughout the year to families and frequent visitors.

FISCAL IMPACT

None. Admission fees are transferred to Museum Associates to support Museum of Art operating expenses. By raising the adult ticket price by \$2.00 during peak visiting times, the Museum will be able to keep up with rising security and operational costs and offer all County of Los Angeles residents free admission after 5 pm six days per week.

FINANCING

The Honorable Board of Supervisors

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The action does not affect net County costs.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

A public hearing is required pursuant to Government Code Section 66018 prior to the approval of an increase to an existing fee.

A notice of public hearing will be published by the Executive Office in accordance with Section 6062a, as required by Section 66018 of the Government Code.

IMPACT ON PROGRAMS

The increase in gross revenue will be used to fund rising costs associated with daily operations. Rising insurance and security rates in the wake of 9-11 as well as utility and custodial service increases are becoming prohibitive. Without an approved increase in admission charges, the Museum's "Free after 5:00 pm" program most probably cannot happen and operational cuts will need to be considered.

Respectfully submitted,

Andrea L. Rich

cc: Executive Officer
CAO
Auditor-Controller
Museum Associates

NOTICE OF PUBLIC HEARING
PROPOSED FEE SCHEDULE

Notice is hereby given that a public hearing will be held by the Board of Supervisors regarding proposed admission fees at the Museum of Art.

Said hearing will be held on _____, at 9:30 a.m., in the Hearing Room of the Board of Supervisors, Room 381B, Kenneth Hahn Hall of Administration, 500 West Temple Street (corner of Temple Street and Grand Avenue), Los Angeles, California 90012.

The Board of Supervisors will consider and may adopt the fee schedule. Further, notice is given that the Board of Supervisors may continue this hearing from time to time.

Written comments may be sent to the Executive Office of the Board of Supervisors at the above address. If you do not understand this notice or need more information, please call (213) 857-6005.

Se no entiende esta noticia o si necesita mas informacion favor de llamar a este numero (213) 857-6005.

VIOLET VARONA-LUKENS
EXECUTIVE OFFICER-CLERK OF
THE BOARD OF SUPERVISORS